



Communications Scorecard for EPA's 2013 ENERGY STAR® National Building Competition

Get Recognized for Your Communications Excellence

New in 2013, EPA is awarding a competition MVP – Most Valuable Participant. Teams wishing to compete for MVP will complete and submit a short scorecard along with their energy use data at the midpoint and final weigh-ins.

Competitors can get points by communicating the importance of saving energy to their stakeholders, whether they're employees, tenants, students, shoppers, or guests. Note that EPA will provide ready-to-use materials and templates for every activity!

The MVP will be determined by adding up the scorecard points and percentage energy use reduction. For example, if you complete all the communications activities and reduce your energy use by 15 percent, your MVP score would be 200 + 15, or 215 total.

To get recognition, the MVP will need to submit copies of materials, photos, or other documentation upon request from EPA to verify that they completed the communications activities prior to the winner announcement in April 2014. They'll also need to demonstrate at least a 5% energy use reduction.

Communications Scorecard

EPA will distribute a survey link to all competitors at the midpoint and final weigh-ins with the 13 scorecard activities below. Competitors wishing to vie for MVP will complete and submit the survey along with their energy use data.

1. Issue a press release for competition launch on August 20, 2013 (25 points)
 - ☐ Yes
 - ☐ No
2. Issue a press release for the midpoint weigh-in on December 10, 2013 (25 points)
 - ☐ Yes
 - ☐ No
3. Tweet about the competition and your energy-saving efforts using the #ESNBC hashtag (3 points per tweet, up to 15 points)
4. Post a photo of the building, energy team, or energy-saving activities to the competition Flickr account (10 points)
 - ☐ Yes
 - ☐ No
5. Send a blast email with energy-saving tips or information to stakeholders (3 points per email, up to 15 points)
6. Plan and host an event for competition launch for stakeholders (20 points)
 - ☐ Yes
 - ☐ No

7. Add the competition web button with a link to www.energystar.gov/battleofthebuildings to your organization's homepage (15 points)
- ☐ Yes
- ☐ No
8. Hang at least three signs or posters inside the building, or hang at least one banner outside the building (15 points)
- ☐ Three signs or posters ☐ Banner ☐ Neither
9. Have your organization join ENERGY STAR as a partner (or already were an ENERGY STAR partner) (15 points) Find out if your organization is already a partner by checking the [ENERGY STAR partner list](#).
- ☐ Yes
- ☐ No
10. Collect pledges for the *Change the World. Start with ENERGY STAR* campaign (up to 20 points) See www.energystar.gov/changetheworld for more information.
- 0
- 1-5 (5 points)
- 6-10 (10 points)
- 10-15 (15 points)
- 16+ (20 points)
11. Distribute the [Test Your Energy IQ Quiz](#) to stakeholders (5 points)
- ☐ Yes
- ☐ No
12. Distributed or displayed [Bring Your Green to Work tip cards](#) to stakeholders (10 points)
- ☐ Yes
- ☐ No
13. Host a brownbag for stakeholders about your organization's energy-saving efforts and how they can get involved (10 points)
- ☐ Yes
- ☐ No